References

1. Adhikari. T. T. (2000) “The present status of consumer cooperative movement in India”. The Cooperator, Vol. 38, No. 5, pp.212.
2. Ailawadi K, Keller K (2004). Understanding retail branding: conceptual insights and research priorities, J. Retailing 80: 331 – 342
3. Bates, J.M. and Gabor, A, (1999) ‘Changes in subjective welfare and purchase behaviour: A report on enquiry’, Journal of Marketing Research Society, Vol. 29 No. 2, pp. 183-207.
4. Cole, G.D.H. (1944) A Century of Cooperation. George Allen and Unwin Limited for the Cooperative Union Limited, Oxford. p.1.
5. Cronin, J.J. & Taylor, S.A. (2001). Measuring service quality: a re-examination and extension. Journal of Marketing, Vol. 56 No. 3, pp. 53-66.
6. Develtere, P. (2003), “Co-operatives and Development: Towards a Social Movement Perspective”, Centre for the Study of Co-operatives, University of Saskatchewan.
7. Engel, J.F., Blackwell, R.D. and Miniard, P.W. (2000) Consumer Behaviour, Dryden Press, Orlando.
8. Fernie J, Fernie S, Moore C (2003). Principles of Retailing, Butterworth-Heinemann, Oxford.
9. Frank, R., & Boyd, J. (2000). Are private-brand-prone grocery customers real different?. Journal of Advertising Research, 5(4), 27-35.
10. Hawkins, D.I., Best, R.J. and Coney, K.A. (2004) Consumer Behaviour: Building Marketing Strategy, McGraw-Hill/Irwin: New York.
11. Himachalam. D. (2001). “Consumer cooperatives in India: Need for new business strategies”. Cooperative perspective Vol. 35. No. 4,pp. 22-27.
12. Hota. S. K. (2000). “Cooperatives in Rural Economy”, Kurukshetra, Vol. 48, No. 11, pp. 2-6
13. Jin B, Yong G (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context, J. Consumer Mark. 22(2): 62-71.
14. Kattookaran. T. P. and Mani K.P. (2000). “Role of Panchayati Raj Institutions in the protection of consumer’s interest.” Panchayat Raj (Malayalam) Vol. 40, No.7, pp. 14-16
15. Kattookaran. T.P. and Mani. K.P. (2001). “Globalisation and poverty Alleviation: (2001) Emerging issues in public distribution system”. Indian Commerce Bulletin, Vol. 5, No. 1, pp 21-27.
16. Kotler, P. (2000) Marketing Management, 10th Edition, Prentice Hall, Upper Saddle River: New Jersey.
17. Kumar N, Steenkamp J (2007) Private label strategy: how to meet the store brand challenge, Harvard Business School Press, Boston.
18. Kusumakara H. (1999). “Role of consumer cooperatives in public distribution system, Cooperatives in the New Millennium, Vikas Publishing House Pvt. Ltd., New Delhi
19. Labeaga J, Lado N, Martos M (2007). “Behavioral loyalty toward store brands”, Journal of Retailing Consumer Services, Vol 14. ,No. 5, pp 347-356.

20. Madhavi. C., Samudrarajkumar and Arul. M. (1999), “Customers attitude towards consumer cooperative stores”, Cooperatives in the New Millenium , Vikas Publishing House Pvt. Ltd. New Delhi.
21. Manchanda. A. (2011), Women Cooperatives – An Indian Profile. NCDC Bulletin, Vol. 34, no. 5 & 6, pp. 5-9.
22. Moschis G (2003). Marketing to older adults: an updated overview of present knowledge and practice, J. Consumer Market. 20(6), 516 – 525.
23. Pahuja. M. (2000), “Cooperatives Powerful Instrument of Socio-Economic Development”, NCDC Bulletin, Vol. No. 34. No. 3., pp. 15-16
24. PANKAJ, P.K. (2005), “Consumer behaviour and consumption pattern”. New Delhi: Deep and Deep publication. New Delhi.
25. Parnel. E. (2001). “The Role of Cooperatives and Other Self-help Organizations in Crisis Resolution and Socio-economic Recovery”, International Labour Organisation.
26. Recommendations of the 14th Indian Cooperative Congress (2001). The Cooperator, Vol 39. No. 4, p.p. 195-198.
27. Show, L. (2006), “Overview of Cooperative Governance Issues for Cooperatives”, The Cooperative College, Manchester, UK Discussion paper
28. Singh. R. (2000). Development of Consumer Cooperative Movement – Its future needs in the light of global changes in the economy”, Indian Consumer Cooperator, Vol. 27, No.2 and 3, pp. 4-6.
29. Smith, P.R. and Taylor, J. (2004) Marketing Communications: An Integrated Approach, Fourth Edition, Kogan Page: London.
30. Wanyama, F. (2009). “Surviving Liberalization : the cooperative movement in Kenya”, International Labour Organisation- Coop Africa , Working Paper No.10